Action Plan for Setting up Doordarshan Relay Kendras

2534. SHRI K. KALAVENKATA RAO : Will the Minister of INFORMATION AND BROADCASTING be pleased to slate :

(a) the action plan to set up Doordarshan relay kendras throughout the conutry for viewing Doordarshan telecast all over the country: and

(b) the target set up for achicxing this?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTR OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) and (b) Presently the terrestrial coverage of Doordarshan is 74.8% by area and 87.9% by population. With a view to further expand TV service, 37-HTPs. 122-LPfsand 113-VLPTs/TransposersforDDI and34-HPTs. 3-LPTsforDD2 besides an HPT for relay of Kashir channel programmes are presenth imder implementation and are expected to be completed in phases by the end of 9th plan period.

Impact of TV Violence on Children

2535. SHRI K. KALAVENKATA RAO : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether impact of T. V. violence on children has been analysed/studied in the country;

(b) if so. the details thereof;

(c) whether even advertisements on children's products are associated with horror and violence; and

(d) if so, the steps proposed to be taken in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRl ARUN JAITLEY) : (a) to (d) UNESCO had conducted a global study on media violence in 1996 and 1997 and this was followed up in 1998 by a monitoring study of TV programmes in India by Centre for Advocacy and Research under the aegis of UNESCO. UNESCO has published a report titled "The Killing Screen" summarising conclusions of both these studies.

The report concludes that these is a strong co-relation between the accessibility of modem media and the predominant values and orientations. It also concluded that children's aggressive behaviour patterns and perceptions are a mirror of what they experience in their real environment. The report has noted with concern the worldwide adverse impact of violence in TV programmes on children's psyche and personality. The report has recommended that centralized control and censorship are not efficienl and do not meet the criteria of democratic societies. It has suggested—

— public debate and common ground talks between politicians, producers and teachers:

— development of a professional code of conduct and self-discipline for producers;

— innovative form of media education to create competent and critical media users.

The UNESCO's study report has indicated that producers do not avoid N'iolence because such programmes are viewed widely and advertisers. even of healthy products or children's products, readily sponsor such programmes or make advertisements to benefit from large viewerships.

Regulatory framework for broadcasting in India so far is weak because there is no broadcasting law for setting up regulatory system so far. The TV programmes are not subject to jurisdiction of Film Censor Board also. However, the situation is not totally unregulated. Advertising on Doordarshan is regulated by its code for Commercial Advertising. The private satellite charmels uplinked from India are required to follow the same code under conditions of government permission. Under the Cable TV Network rules, encrypted satellite channels uplinked from outside India arc subject to advertisement code specified under this Act. Rule 7 prohibits advertisements which endanger safety of cliildren or create interest in unhealthy practices. Under Section 18 of the Cable TV Networks (Regulation) Act. offocers designated by the Stale Governmenl can lake cognizance of vioations of advertisement code.

Harassment and Apathy Towards Widows

†2536. SHRI JHUMUK LAL BHENDIA : Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state :

†Original notice of the question was received in Hindi.